FRANCESCO BRUNO

AI MARKETING OPERATIONS LEAD | GROWTH MARKETING MANAGER
SEO & AIO EXPERT | DIGITAL PRODUCT DESIGNER (UX/UI) | WEB DESIGNER

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PROFESSIONAL SUMMARY

AI Marketing Operations Lead & Growth Manager specialized in Digital Product Design. At Dylog Group (€360M revenue) and Buffetti S.p.A., I drove the digital evolution of global brands like Octorate, cutting operational workload by 30% via Generative AI automation. Expert in multilingual SEO/AIO (10 languages), I achieved +15% traffic and +25% engagement gains. I excel at scaling international visibility and ROAS by blending Prompt Engineering with high-performance MarTech execution.

CORE SKILLS & TECH STACK

- **AI Ops & GenAI Design**: Advanced structured prompting (Chain-of-Thought, Few-Shot) and LLM orchestration across GPT, Claude AI, and Gemini ecosystems. High-fidelity asset generation (Midjourney, Firefly, Runway, Nano Banana Pro) focused on drastically reducing visual production costs.
- **Workflow Automation**: Designing complex, logic-driven multi-step automations using Zapier and Mailchimp to streamline marketing operations.
- **Search Intelligence**: Advanced SEO & AIO (AI Optimization), multilingual site architectures, and comprehensive technical audits via Screaming Frog and Semrush.
- **Demand Gen**: Full-funnel PPC (Google Ads, Meta Ads, LinkedIn Ads), strategic SEM, and automated e-mail marketing lifecycles.
- **Visual Identity & UX**: High-end digital design, motion graphics, and professional video editing using Figma and the Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, Premiere, After Effects).
- **Web Architecture & Development**: Advanced WordPress development (Elementor, Divi), responsive web design, and frontend proficiency in HTML5, CSS3, and JavaScript.
- **Languages**: Italian (native language – C2), English (Fluent and professional – C1), Spanish (Intermediate – B2).

PROFESSIONAL EXPERIENCE

AI Marketing Operations Lead & Growth Manager | Octorate - Rome, Italy (Sep 2023 - Present)

- **AI Operations**: Architected Generative AI workflows, reducing manual operational workload by 30%.
- **Global SEO/AIO**: Directed international Search & AI Optimization strategy across 10 languages, expanding global visibility.
- **Growth & Traffic**: Engineered multichannel campaigns (Email, SEO, Paid) driving a +15% increase in web traffic.
- **Strategic Partnerships**: Managed Tier-1 marketing assets for Booking.com, Airbnb, Expedia and Agoda.
- **Lifecycle Marketing**: Boosted email open rates by +25% via advanced segmentation and lifecycle automation.
- **UX/UI Design**: Designed Figma/Adobe wireframes for website UX refresh and global brand consistency.

Growth Marketing Manager & Digital Product Designer | Octotable - Rome, Italy (Sep 2023 - Present)

- **Lead Acquisition**: Accelerated user signups by 20% through strategic international content localization and growth initiatives.
- **SEO Content Architecture**: Managed multilingual content calendars and technical audits across 4 languages.
- **PPC & Performance**: Executed high-conversion Google Ads campaigns, overseeing keyword strategy, budget monitoring, and ROI reporting.
- **High-End Web Design**: Built restaurant-specific product pages and bespoke layouts in Elementor, blending premium aesthetics with SEO-driven architecture.
- **Conversion Ops**: Built SEO-optimized product pages and restaurant-specific funnels using Elementor, aligning UX with conversion goals.

Marketing Coordinator | OK Home (part of Dylog Italia S.p.A.) - Rome, Italy (May 2025 - Present)
- Shared SEO insights (GSC, Semrush, GA4) with internal teams to guide content priorities.
- Redesigned site structure, and UX to improve crawlability and performance.
- Ensured brand consistency across email, website, and social visuals.
- Supported translations, layout, and content preparation for landing pages.

SELECTED PROJECTS

Octorate – Full Website Redesign and Multilingual SEO | www.octorate.com
- Redesigned Octorate's website, optimizing 50 pages in 10 languages with improved UX-UI, site architecture, and SEO.

OctoTable – Full Website Redesign and Multilingual SEO | www.octotable.com
- Revamped UI/UX, optimized SEO in 4 languages and site speed, improving engagement and conversions.

My Tiny Home – Full Website Design and Multilingual SEO | www.mytinyhome.com
- Redesigned the company's website with a focus on improved visual, UX and SEO structure, enhancing visibility, booking experience, and visual identity.

My Tiny Concierge – Full Website Design and Multilingual SEO | www.mytinyconcierge.com
- Redesigned the full website for a Rome-based travel service. Developed 96 localized pages in 3 languages using WordPress/Elementor. Enhanced UX and booking flow with modern design and integrated reservation systems.

Villa Nayara - Website Design, SEO and Branding | www.villanayara.com
- Designed the company's website with a focus on improved UX and SEO structure, enhancing visibility, booking experience, and multilingual search performance.

Kiki's Beauty – Full E-Commerce Design, SEO and Branding | www.kikisbeauty.it
- Developed an SEO-optimized site with a structured service menu for local search visibility and AI images.

SOS Traslochi – Full Website Redesign, SEO and Automated Quote System | www.sostraslochi.it
- Developed a modern site with an automated quote system, enhancing branding, SEO, and lead generation.
- Created logo, business cards, marketing materials, and branded t-shirts.

EDUCATION

- **OpenAI Academy** – Online (2025)
- **Semrush Intensive SEO Certification – Semrush Academy** | Online (July 2024)
- **Adobe Certified Professional in Visual Design** – Online (March 2023)
- **Advanced Master's in Graphic & UX-UI Design** – ABC Formazione | Rome, Italy (2023 – 2024)
- **Master's Degree in Organization and Marketing for Business Communication** – Sapienza University of Rome | Rome, Italy (2019 – 2021)
- **Bachelor's Degree in Communication Sciences** – Roma Tre University | Rome, Italy (2016 – 2019)

OUTSIDE OF WORK

Beyond the professional realm, I am a pragmatic explorer driven by a relentless curiosity and the challenge of bridging imagination with execution. I navigate the intersection of rationality and romanticism, utilizing Orwell's lucidity and Jung's symbolism as frameworks for understanding complex human systems. To maintain peak mental and physical performance, I find balance in cinema, literature, and physical training, viewing personal discipline as the ultimate path to professional clarity. Refusing to live on "autopilot," I choose to question, imagine, and evolve every day, fueled by the belief that continuous growth is the only true antidote to obsolescence.